

organization. Professional education programs from Headquarters include on-site one day program (AIM - Advanced Instruction for Management), sessions co-sponsored with chapters, EDP-oriented business and management principles program, and a series of six management development video tape seminars. Sponsors college student organizations interested in data processing and encourages members to serve as counselors for the Scout computer merit badge. Presents "Computer Sciences Man of the Year" award for outstanding contribution to the profession. Maintains 4000 volume data processing and management library. **Publications:** Data Management, monthly; also publishes Management Reference Series, EDP-oriented books and pamphlets. **Formerly:** (1962) National Machine Accountants Association. **Convention/ Meeting:** annual International Data Processing Conference and Business Exposition - 1976 Oct., Las Vegas, NV.

★840★
GUIDANCE FOR USERS OF INTEGRATED DATA PROCESSING EQUIPMENT (GUIDE)

111 E. Wacker Dr. Phone: (312) 644-6610
Chicago, IL 60601 Sanford J. Hill, Exec. Asst.
Founded: 1956. **Members:** 1300. Data processing installations that now have, or are preparing to have, an IBM large-scale computer. Develops and shares techniques for system development, programming, operation and related administration of large-scale IBM computers. Provides feedback to the computer in industry pertaining to equipment and programming needs. **Divisions:** Data Center Operations; Information Systems; Language and Standards; Management and Administrative; Operating Systems. **Publications:** Proceedings, semiannual. **Affiliated with:** European GUIDE. **Convention/ Meeting:** semiannual - 1976 May, Washington, DC, Nov., Chicago, IL; 1977 May, San Francisco, CA, Oct., Houston, TX.

★841★
INFORMATION INDUSTRY ASSOCIATION (Data Processing) (IIA)

4720 Montgomery Ln., Ste. 904
Bethesda, MD 20014 Paul G. Zurkowski, Pres.
Founded: 1968. **Members:** 73. Trade association of "for-profit information companies whose business it is to identify specific information needs and to produce cost-effective, timely and reliable products to meet those needs; companies are not tied to any particular information technology but are concerned with the information commodity." Conducts Information User Workshops, theme for 1975 was Information Audit, to survey the real costs of information retrieval. Presents Hall of Fame and New Information Product of the Year awards annually. **Committees:** Government Relations; Marketing and Professional Relations; Proprietary Rights (composed of representatives from three segments of the information industry: Consulting and Systems; Data Base; and On-Demand Publishing of Books, Serials and Microfiche). **Publications:** (1) Information Action (newsletter), monthly; (2) Information Times (journal), quarterly; (3) Annual Meeting Proceedings (on cassette tape); also publishes Copyright Comment to the U.S. Congress on Copyright, Information and Technology. **Convention/ Meeting:** annual - 1976 Apr. 6-8, Washington, DC.

★842★
INPUT/OUTPUT SYSTEMS ASSOCIATION (Data Processing)

P.O. Box 1333
Stanford, CT 06904 C.A. Greathouse, Exec. Dir.
Founded: 1959. **Members:** 160. Manufacturers of cards and forms, plastic cards and memory products used in data processing systems; suppliers. Major activities fall into the categories of electronic data processing, research, and technical. **Divisions:** Data Processing Cards; Data Processing Forms; Input-Output Systems; International; Plastic Cards and Memory Products. **Publications:** Newsletter, monthly. **Formerly:** Tabulating Card Manufacturers Association; (1968) Data Processing Cards and Forms Manufacturers Association; (1974) Data Processing Supplies Association. **Convention/ Meeting:** 3/year.

★843★
INSTITUTE FOR INTERINDUSTRY DATA (Data Processing)

1270 Avenue Of The Americas Phone: (212) 265-2666
New York, NY 10020 George H. Blackett, Pres.
Founded: 1967. **Members:** 30. **Staff:** 2. Firms providing input/output services to clients or sponsoring development work in that area. "To promote the application of input/output economics; to establish standards of data quality, classification and collection; to facilitate access to valid input/output data; to maintain contact with related activities of private industry, governmental bodies, and educational institutions." **Publications:** Newsletter, quarterly; also publishes a proceedings of symposia and seminars. **Convention/ Meeting:** semiannual symposia.

★844★
IOMEC USERS ASSOCIATION (Data Processing) (IUA)

P.O. Box 497 Phone: (408) 246-2950
Santa Clara, CA 95052 Victor Herrick, Exec. Dir.
Founded: 1964. **Members:** 80. Managers of information systems, data processing,

communications, operations and finance executives of large industrial, commercial, financial and distributive organizations; retail chain and department stores. Seeks to inform members of developments, issues and systems related to data acquisition and communication systems. Conducts seminars. **Publications:** Communicator (newsletter), quarterly. **Formerly:** (1975) Digitronics Users Association. **Convention/ Meeting:** annual conference and seminar.

★845★

JOINT USERS GROUP (Data Processing)
C/O Association For Computing Machinery
1133 Ave. Of The Americas Phone: (212) 265-6300
New York, NY 10036 R. McQuillin, Chm.
Founded: 1961. **Members:** 17. Scientific and data processing organizations using computers. Promotes study, exchange of information, and cooperative effort among computer users. **Committees:** Library; Standards. **Publications:** Computer Programs Directory, irregular. **Convention/ Meeting:** semiannual.

★846★

SOCIETY OF CERTIFIED DATA PROCESSORS (Data Processing) (SCDP)
38 Main St. Phone: (617) 562-9319
Hudson, MA 01749 Kenniston W. Lord, Jr., Pres.
Founded: 1971. **Members:** 700. **Staff:** 1. **Regional Groups:** 5. Individuals certified in data processing. To defend, protect and promote the interest of the holder of the Certificate in Data Processing (CDP). Disseminates information on CDP qualifications to the business community; promotes high standards of conduct and ethics; seeks specific legal status for the holder of the CDP. Conducts educational, legal and professional programs. Maintains speakers bureau. Assists in arbitration of local issues. Conducts evaluative services for legal issues, education programs, privacy/security issues. **Committees:** Education; Standards; Technical. **Publications:** Inner Voice, monthly. **Convention/ Meeting:** annual.

★847★

UNIVAC USERS ASSOCIATION (Data Processing) (UUA)
P.O. Box 500 Phone: (215) 542-2788
Blue Bell, PA 19422 C.J. Rachel, Exec. Dir.
Founded: 1955. **Members:** 600. Unit memberships are held by corporations or their divisions which have, or are contracting for, a computer system marketed by Sperry Univac Division. Seeks to stimulate development of techniques for the preparation and operation of electronic information processing systems for Univac computers and related equipment. Sponsors conferences for exchange of ideas and technical information; provides Sperry Univac with information on equipment and programming needs of users. **Special Interest Groups:** Educational Users; Financial Users; Printing and Publications; State and Local Government; also maintains five computer-oriented groups. **Publications:** (1) On-line (Newsletter), quarterly; (2) Official Contact List, semiannual; (3) Proceedings, semiannual. **Convention/ Meeting:** semiannual - 1976 Spring, Denver, CO, Fall, Minneapolis, MN; 1977 Spring, Louisville, KY, Fall, Montreal, PQ, Canada.

DENTAL

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DESIGN - ERS

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DETECTIVES

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★848★

SOAP AND DETERGENT ASSOCIATION (SDA)
475 Park Ave., S. Phone: (212) 725-1262
New York, NY 10016 Theodore E. Brenner, Pres.
Founded: 1926. **Members:** 123. **Staff:** 30. Manufacturers of soap, synthetic detergents, fatty acids, glycerine; raw materials suppliers. Activities include cleanliness promotion, consumer information, environmental and human safety research, government liaison. **Committees:** Government Specifications; Legal; Public Relations; Research; Statistics; Technical; others. **Divisions:** Fatty Acid (Fatty Acid Producers' Council); Glycerine (Glycerine Producers' Association); Household; Industrial and Institutional; Technical and Materials. **Publications:** (1) Fatty Acid News Digest, bimonthly; (2) Water in the News, bimonthly; also publishes Newsletter for member company executives. **Formerly:** Association of American Soap and Glycerine Producers. **Convention/ Meeting:** annual - always Jan., Boca Raton, FL.

DIE, DIES

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ORGI INFORMATION
INDUSTRY ASSN.
Abzug, Bella
(orig under ORGI)

Government vs. the Private Sector In the Supply of Information

The Information Industry Association began its seventh year with an annual meeting reflecting a number of internal operating concerns, a growing marketing effort, and an emerging involvement in the mushrooming national concern over freedom of information issues.

The week-long meeting actually was three programs in one, following these themes. The first two days dealt with internal problems of operating companies in times of economic stress, and a variety of speakers addressed themselves to the management skills and business strategies appropriate to the moment.

The second and largest part of the program, in terms of numbers of people and sessions involved, was three days of user workshops. Manned by members of IIA, these sessions presented a variety of information industry services and products and how they are used by the industry's customers.

Most controversial, however, was the third part of the program which emerged from two sessions, the IIA business meeting and the general overview session held at mid-week. At those sessions, IIA president Paul Zurkowski attempted to define the essential role of a private-enterprise industry in information handling and dissemination, while a group of national figures backed up the position with observations on such an industry's relationships to the larger issues of information freedom. Inevitably, these discussions touched on practical and sensitive questions of public versus private handling and control of information in specific cases at issue now between IIA members and the public sector.

Addressing the membership twice on this subject, Zurkowski noted that IIA's case for a private information industry is being misread by many in the public sector. The fact that the private sector has a role to play, he said, does not mean "that the national system of libraries in this country should be destroyed. To counter the current predominant theme that 'information is free' is not to argue that publicly supported library functions providing free information should be abolished. To call attention to a policy of one federal agency that tends to have anti-social and monopolistic aspects is not to say that all government information activities should be terminated."

The private industry's role, as Zurkowski sees it, is to guarantee full and open choices to information users from

multiple sources. It is readily apparent how government functions as a major generator of material that could not be produced by anyone else, and how libraries provide the accessible storehouses that make information available to the public and not just the elite, he said. What may not be so apparent is why someone should pay a for-profit company for information which they might be able to find in a public library or obtain free from the government.

The answer lies in economics, Zurkowski said. What really is available from public sources most often is data, not information. Information companies transform data into information by assembling, formatting and transmitting data in a combination of form and substance appropriate for specific intended uses. Identifying data, creating the form and infusing the substance in anticipation of needs is a risky business, he said. As with all risk-taking ventures, these are most realistically measured in the marketplace.

There is a danger, Zurkowski added, that user-purchased choice in information one day will be replaced by "free information" from one source. "The deadening effect of the generosity of Big Brother will impose perhaps not an iron curtain, but certainly a wet blanket, on creativity, choice and the competition of ideas this nation needs to function."

He cited several recent experiences indicating that a trend is running in this direction. In talking recently with National Library of Medicine officials, he was informed that the pricing of Medlars material was structured so that no commercial firm ever could expect to make a profit from reformatting and distributing the material. In speaking to the University of Wisconsin Library School and the Syracuse School of Information Studies, he encountered "extreme hostility" to the idea that information is a business. A recent study done for the National Commission on Libraries and Information Science on the role of the private sector concluded that it, as represented by IIA, could be discounted as not as important as it would seem.

"Actually, the public sector already knows that there is no such thing as free information, that someone has to pay for it somehow," Zurkowski said. "What they don't know or remain unconvinced of is that it is private companies which should be paid, that private companies

should be assisted in making a profit from information."

The information industry is only one element in the national freedom of information contest, however, and on other fronts the drive for open access to information has been advancing. Harrison Salisbury, former associate editor of the *New York Times*, described the increasing freedom to report which the press has been winning over the last decade. While there have been some setbacks, Salisbury believes the new frontiers will hold and may even be expanded in the years to come, particularly as more knowledge comes out about government dossiers and spying on private citizens.

Peter Goldmark, widely known for his technical innovations in communications as head of CBS Laboratories, described the importance of communications technology in solving many other problems of present society. The nation is living far beyond its means, consuming unsupported amounts of resources, by concentrating people in sprawling urban areas. A more decentralized system of smaller, more economical communities could be possible if modern communications technology were employed to link people over long distances.

David Cohen, president of Common Cause, explored the use of information as a vital tool that his organization brings to bear in opening up government and making it more responsive. The only means of holding government accountable between elections is knowledge, Cohen said, and there has been major resistance to the Freedom of Information Act.

In addition to outright secrecy, two other information problems must be solved: adequate availability of material and its presentation in a comprehensible form. The information industry, with its role of reformatting to fit end uses and its emphasis on dissemination, could play a vital role in this area, Cohen said.

An example of the importance of this can be found in the current energy situation, where the only good sources of information are the energy industries themselves, who have a strong partisan interest in the public policies developed to control energy use. The information industry could change this kind of situation, he said. The need for multiple sources of information is doubly important now that Congress is setting up its own information systems to give it equal weight with the executive branch.

continued

Representative Bella Abzug, who as the new chairwoman of the House Government Information and Individual Rights Subcommittee has become a pivotal figure in information industry affairs, described the moves by Congress to "counter the shell games that the executive branch is continually playing with every government program," and the subjects her subcommittee will be dealing with. A cosponsor of amendments last year to the Freedom of Information Act, Ms. Abzug also described some of her recent experiences with government agencies that kept dossiers on her activities over the years. In addition to privacy issues, Ms. Abzug intends to investigate overlapping, overpublication and "outright waste in the production of unnecessary government publications" which cost the taxpayers untold millions.

She cited "a typical case history" of the kind of "mission propaganda" activities engaged in by agencies. Congress establishes a program and the administrators start a modest program of publicity, perhaps a quarterly newsletter. Congress then responds to the pressures of the special-interest constituency receiving these materials and increases funding. The old four-page newsletter blossoms into a 16-page or 24-page monthly with more circulation, more pictures and two colors. Top administrators have articles and pictures in almost every issue and key Congressional members are likewise featured. Over the years, as funds grow, so does the publication program, along with films, radio and television spots.

"Recently, too," Ms. Abzug continued, "one of your member companies has been involved in a dispute with the National Library of Medicine, seeking access to its Medlars system of information. Under the Freedom of Information Act, in my view and that of most legal experts who are familiar with this act, it is beyond dispute that the government must provide such information to those requesting it. The Library, however, at first refused to provide the information and then said it would provide it for a fee of \$50,000 when the actual cost of the computer time involved amounts to about \$500. My subcommittee is now in correspondence with the Department of Health, Education and Welfare on this matter."

We must make sure that the massive advantages of the government bureaucracy in the collection, management, selective dissemination and concealment of vast amounts of information, financed by public funds, are not permitted to overwhelm the information capabilities of nongovernmental sources—profit or non-profit, Ms. Abzug said. What Congress can do, and effectively and promptly, is to establish enforceable, legally mandated guidelines over all federal information policies to bring bureaucratic information monopoly under effective control.